



Media Release  
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## Film Hub Wales to champion Welsh film through new Made in Wales projects

Film Hub Wales (FHW), led by Chapter as part of the BFI Film Audience Network, has announced two pioneering new projects that will champion Welsh storytelling across Wales, the UK and internationally.

Supported by [Creative Wales](#) and developed in consultation with Welsh screen organisations, an exciting new role will be created for a Made in Wales Officer. Building on the work of FHW to date, the post holder will explore ways of bringing Welsh film to public audiences, ensuring that regional stories, talent and locations are at the forefront. Details of the post can be found on Film Hub Wales' [website](#).

Also underway, is a piece of research into the potential of Made in Wales as a recognisable brand. Funded by [Clwstwr](#), the project will explore the possible cultural and economic impact of a national brand for films with Welsh connections.

The research will be delivered by social and economic research specialists, [Wavehill](#), in partnership with [Pontio Arts and Innovation Centre](#) and [Bangor University](#), who will test perceptions of film branding and Welsh identity.

### Hana Lewis, strategic manager for Film Hub Wales explains:

*“Our ambition is for Welsh film to be recognised alongside quality independent and foreign language titles worldwide. This is something we’ve been committed to since the Hub’s inception and we’re grateful for the support to take this work to a new level.*

*There’s so much creativity in Wales and we want this story to be told. In this economic climate, we can’t presume that if a film is good enough, it will be seen. This work will prioritise the audience, exploring how to maximise the journey of a film once it’s been made.”*

### Gerwyn Evans, Deputy Director of Creative Wales, said:

*“I’m delighted that we can support the work of Film Hub Wales which will work to raise the profile of Welsh film and also ensure that the stories which we tell through film are representative of our regions and communities.”*

### Sally Griffith, Clwstwr Producer adds:

*“We’re really pleased to be able to work with Film Hub Wales on this research. As an organisation supporting R&D in the screen and news sector, we can see the real potential of this work to producers of film and cinema audiences as well as to the screen sector in it’s widest sense.”*

### Ann Griffiths, BFI’s Senior Manager for UK-wide Audiences, said:

*“It’s great that Film Hub Wales is boosting opportunities for audiences across Wales to see*

*Welsh stories and Welsh talent on the big screen alongside films from around the world. FAN is all about increasing choice and reflecting a diversity of perspectives and experiences so this project is a welcome extension of the work being carried out by Welsh FAN members and Chapter as the Hub Lead.”*

Thanks to National Lottery funding FHW delivers a wide portfolio of activity annually, bringing more films, to more people, at more cinemas and film festivals across Wales.

### **Ends**

For images please copy and paste the following link into your browser:

<https://drive.google.com/open?id=1EBMYKtHQCxorCg7i676kXCdklnBqRqBL>

For more information, please contact:

**Megan David**, Marketing Officer, on 02920 311 057 / [megan@filmhubwales.org](mailto:megan@filmhubwales.org) (Tues-Thurs),  
**Lisa Nesbitt**, Development Officer, on 02920 311 067 / [lisa@filmhubwales.org](mailto:lisa@filmhubwales.org),  
**Hana Lewis**, Strategic Manager, on 02920 353 740 [hana@filmhubwales.org](mailto:hana@filmhubwales.org).

### **NOTES TO EDITORS:**

#### **ABOUT FILM HUB WALES:**

Film Hub Wales aims to bring more films, to more people, in more places around Wales. Part of the BFI Film Audience Network and supported by National Lottery funding, FHW regularly develops inventive ways for people in Wales to go to the cinema with its independent member venues.

Film Hub Wales (FHW) is one of eight UK wide ‘hubs’ part of the BFI Film Audience Network (FAN) and supported with National Lottery funding, with Chapter appointed as the Film Hub Lead Organisation (FHLO) in Wales. We aim to develop the exhibition sector through dedicated research, training and audience development project support. Since Film Hub Wales set up in 2013, we’ve supported over 225 exciting cinema projects, reaching over 422,000 audience members.

[filmhubwales.org](http://filmhubwales.org)  
[@filmhubwales](https://www.instagram.com/filmhubwales)

#### **About the BFI Film Audience Network**

Supported by National Lottery funding, the BFI Film Audience Network (FAN), is central to the BFI’s aim to ensure the greatest choice of film is available for everyone. Established in 2012 to build wider and more diverse UK cinema audiences for British and international film, FAN is a unique, UK-wide collaboration made up of eight Hubs managed by leading film organisations and venues strategically placed around the country. FAN also supports talent development with BFI NETWORK Talent Executives in each of the English Hubs, with a mission to discover and support talented writers, directors and producers at the start of their careers.

BFI FAN Film Hubs are:

- Film Hub Midlands is led by Broadway, Nottingham working in partnership with the Birmingham-based Flatpack

- Film Hub North is led collectively by Showroom Workstation, Sheffield, HOME Manchester and Tyneside Cinema, Newcastle
- Film Hub South East is led by the Independent Cinema Office
- Film Hub South West is led by Watershed in Bristol
- Film Hub Scotland is led by Glasgow Film Theatre
- Film Hub Northern Ireland is led by Queen's University Belfast
- Film Hub Wales is led by Chapter in Cardiff
- Film Hub London is led by Film London

[bfi.org.uk/supporting-uk-film/distribution-exhibition-funding/film-audience-network](http://bfi.org.uk/supporting-uk-film/distribution-exhibition-funding/film-audience-network)

### **About the BFI**

The BFI is the UK's lead organisation for film, television and the moving image. It is a cultural charity that:

- Curates and presents the greatest international public programme of world cinema for audiences; in cinemas, at festivals and online,
- Cares for the BFI National Archive – the most significant film and television archive in the world,
- Actively seeks out and supports the next generation of filmmakers,
- Works with Government and industry to make the UK the most creatively exciting and prosperous place to make film internationally.

Founded in 1933, the BFI is a registered charity governed by Royal Charter. The BFI Board of Governors is chaired by Josh Berger CBE.

[bfi.org.uk/](http://bfi.org.uk/)

### **About Chapter**

Chapter is one of Europe's largest and most dynamic arts centres with cinemas, theatres, exhibition spaces, studios, a café, award-winning bars, over 60 cultural workspaces and more.

Chapter has an international reputation for excellence, innovation and collaboration. It offers an ever-changing programme of the best performance, films and exhibitions from Wales and from around the world.

[chapter.org](http://chapter.org)

[twitter.com/Chaptertweets](https://twitter.com/Chaptertweets)

[facebook.com/chapterarts](https://facebook.com/chapterarts)

### **About Clwstwr**

Clwstwr is an innovation programme for the South Wales screen sector, funded by the Creative Industries Clusters Programme which is part of the UK Government's Industrial Strategy.

[clwstwr.org.uk](http://clwstwr.org.uk)

[twitter.com/ClwstwrCreu](https://twitter.com/ClwstwrCreu)

### **About Creative Wales**

Creative Wales is a new agency set up within Welsh Government. Our mission is to drive growth across the creative industries, build on existing success and develop new talent and

skills –positioning Wales as one of the best places for creative businesses to thrive.  
[wales.com/creative-wales](http://wales.com/creative-wales)  
[twitter.com/welshgocreative](https://twitter.com/welshgocreative)